

**BOARD OF SUPERVISORS
BUSINESS MEETING
ACTION ITEM**

SUBJECT: Loudoun County Silver Line Station Names - Public Engagement Survey Results

ELECTION DISTRICT: Broad Run and Dulles

CRITICAL ACTION DATE: December 3, 2014

STAFF CONTACTS: Alan Winn, Transportation and Capital Infrastructure
Joe Kroboth, Transportation and Capital Infrastructure
Charles Yudd, County Administration
Robin Geiger, Public Affairs and Communications

PURPOSE: This item presents the Board of Supervisors (Board) with station name preferences for the Route 606 and Route 772 stations resulting from the public engagement process, and to obtain Board approval for Loudoun staff to advance the Route 606 and Route 772 station naming results to Washington Metropolitan Area Transit Authority (WMATA) staff for additional customer research.

RECOMMENDATION: Staff recommends that the Board direct staff to provide WMATA's Marketing Department with the preferred station names for the Route 606 and Route 772 stations that received the highest votes in addition to any additional station names that the Board wants WMATA staff to market test.

BACKGROUND: On October 1, 2014, the Board voted (8-0-1, Clarke absent) to approve a final list of potential Route 606 and Route 772 station names from which the public would select their station name preferences. In addition, the public was provided the option to write-in station names other than those contained in the Board-approved list.

Public engagement activities were held from October 20, 2014 through November 17, 2014 consistent with the Board's direction from September 3, 2014 (9-0). These activities were promoted through news releases, social media postings, and internet survey links on the front page of Loudoun.Gov; on WMATA's website; and the Metropolitan Washington Airports Authority's (MWAA) Silver Line website.

Survey and public engagement activities included:

- A. An on-line station name survey on the Loudoun.Gov website with additional links to this survey site from the WMATA and MWAA websites. (Attachment 1)
- B. Two (2) public engagement meetings; one (1) on a week night and the other during a Saturday morning. Both meetings were held at Loudoun County public schools in the general vicinity of the Route 606 and Route 772 stations. Public notifications of station naming information sessions and promotions of the online survey using social media are provided in Attachment 2.
- C. A Special Rider Bulletin distributed to patrons using the Loudoun County commuter bus service to the Wiehle-Reston East Silver Line Station, encouraging them to vote for their preferred name on the Loudoun County website. (Attachment 3)

Survey Analysis. Approximately 2,500 people participated in the survey either by individually accessing the website or by providing their station name preferences at a public engagement meeting. The station names survey was structured to allow results to be analyzed by jurisdiction and zip code; however, data many of the zip codes were discovered to be random numbers rather than actual zip codes. In an effort to provide Board members with the zip codes of Loudoun residents responding to the survey, staff, in Attachment 4, employed GIS techniques to generate zip code maps of station name preferences.

Station Name Survey Results. Approximately 80 percent of the respondents claimed to be aware of the planned Route 606 and Route 772 station locations. Their familiarity ranged from “very familiar” to “familiar” to “somewhat familiar. (Attachment 5)

606 Station Results. There was not an overwhelmingly preferred Route 606 station name. Just over 25 percent of respondents chose “Broad Run”. Focusing specifically on how Loudoun County residents responded, the preferences of respondents were relatively evenly distributed among all listed station names.

Approximately 425 respondents wrote-in their preferred station names for the Route 606 station rather than selecting one of the listed options. More than 100 respondents submitted “Old Ox” of which 81 reside within Loudoun County. About 115 respondents suggested “Sterling” of which 57 reside within Loudoun County. Most of the remaining write-in names were suggested only once. (Attachment 6)

ROUTE 606 STATION: PUBLIC'S PREFERRED STATION NAME VOTES

STATION NAMES	VOTES	%
BROAD RUN	641	26%
LOUDOUN EAST	396	16%
LOUDOUN GATEWAY	342	14%
LOUDOUN DULLES NORTH	327	13%
DULLES GATEWAY	314	13%
OTHER	427	17%
TOTAL VOTES	2,447	100%

Route 606 Staff Recommendation. Based on the station's location, discussion with members of the public, previous comments by Board members, analysis of survey results, and WMATA Station Naming Policy, staff recommends that the following Route 606 station names (in rank-order of number of votes) – 1) **BROAD RUN**, 2) **LOUDOUN EAST** and 3) **LOUDOUN GATEWAY** -- be forwarded to WMATA for customer market testing. WMATA policy states that only stations directly serving an airport are permitted to use the airport's name in the Metrorail station name. Therefore, "Loudoun Dulles North" and "Dulles Gateway" are recommended to be removed from further consideration.

Route 772 Station Results. An overwhelming majority of respondents – 75 percent - selected **ASHBURN** as the preferred name for the Route 772 Station. Approximately 290 respondents suggested station names other than those listed. Popular write-in names included: Broadlands, Moorefield, and Brambleton. (Attachment 7)

ROUTE 772 STATION: PUBLIC'S PREFERRED STATION NAME VOTES

STATION NAMES	VOTES	%
ASHBURN	1,838	75%
LOUDOUN GATEWAY WEST	168	7%
LOUDOUN	147	6%
OTHER	292	12%
TOTAL VOTES	2,445	100%

Route 772 Staff Recommendation. Based on the station's location, discussion with members of the public, previous comments by Board members, survey results, and WMATA Station Naming Policy, staff recommends that **ASHBURN** be forwarded to WMATA for customer market testing.

Next Step: Following Board approval of this Action Item, County staff will formally forward the Board's approved motion regarding this item with a copy explaining survey results, and all attachments to WMATA's Director of Strategic Communications for additional customer testing.

In compliance with WMATA's policy, Metro staff, working with the jurisdiction staff, will conduct research to solicit feedback on the proposed names within 120 days of receiving the requested changes from the jurisdiction. Staff will determine the most cost efficient and effective research method to ensure representative input from Metro customers and regional residents. Most often, the methods used involve focus groups and market testing of the preferred station names. After reviewing the research results, the jurisdiction may or may not decide to move forward with the recommended names.

After receipt of Board approval by WMATA of acceptable station names, the Board will consider an Action Item containing these names for consideration, approval, or amendment. This is expected to occur by the end of February, 2015. The Board-approved Action Item will then be sent to WMATA for their Board of Directors' consideration and approval; expected in April, 2015.

ISSUES: There are no identified issues for naming the Silver Line stations in Loudoun County.

FISCAL IMPACT: Station naming activities are being performed by staff of Loudoun County and WMATA. Work performed is part of their daily assigned responsibilities. No consulting services by Loudoun County are being used for Silver Line station naming activities.

ALTERNATIVES: The Board may direct staff to forward the public's preferred names for the Route 606 and 772 stations to WMATA; add additional recommendations to the public's preferred list; or choose another alternative.

DRAFT MOTIONS:

1. I move that the Board of Supervisors **direct staff to** forward **BROAD RUN, LOUDOUN EAST**, and **LOUDOUN GATEWAY** as the public's preferred names (in rank order) for the Route 606 station, **ASHBURN** as the public's preferred name for the Route 772 station, and any additional names as discussed at the December 3, 2014 Business meeting for additional customer market testing to the Washington Metropolitan Area Transit Authority.

OR

2. I move that the Board of Supervisors direct staff to forward **BROAD RUN** as the public's preferred name for the Route 606 station, **ASHBURN** as the public's preferred name for the Route 772 station, and any additional names as discussed at the December 3, 2014 Business meeting for additional customer market testing to the Washington Metropolitan Area Transit Authority.

OR

3. I move an alternate motion.

ATTACHMENTS:

1. On-line survey
2. Public information sessions announcements and social media postings
3. Bus rider bulletin
4. Station Name Preference Zip code maps of Loudoun County survey respondents
5. Familiarity with Station Location Zip code maps of Loudoun County survey respondents
6. Route 606 station write-in names by Loudoun County Zip Codes
7. Route 727 station write-in names by Loudoun County Zip Codes

Welcome to the Loudoun County Silver Line Station Names Survey. Construction is now underway for Phase 2 to extend Metrorail into Loudoun County. The station at Dulles Airport is already determined to be named Washington Dulles International Airport, which you may consider as you review the possible names for the Loudoun Stations. We would like your opinion on the proposed names for the two Silver line stations in Loudoun. The primary purpose of a station name is to help customers plan their trips and navigate the system and region. Metro customers have said that station names help them locate destinations. Long lasting names in Metro's system that have withstood the test of time have typically included the names of towns, streets, neighborhoods and landmarks. Accordingly, Metro has a policy that requires that names be:

Relevant

Identify station locations by geographical features, centers of activity or be derived from the names of cities, communities, neighborhoods or landmarks within one-half mile (or walking distance) of the station;

Brief

Limited to 19 characters with spaces and punctuation, including both primary and secondary names;

Unique

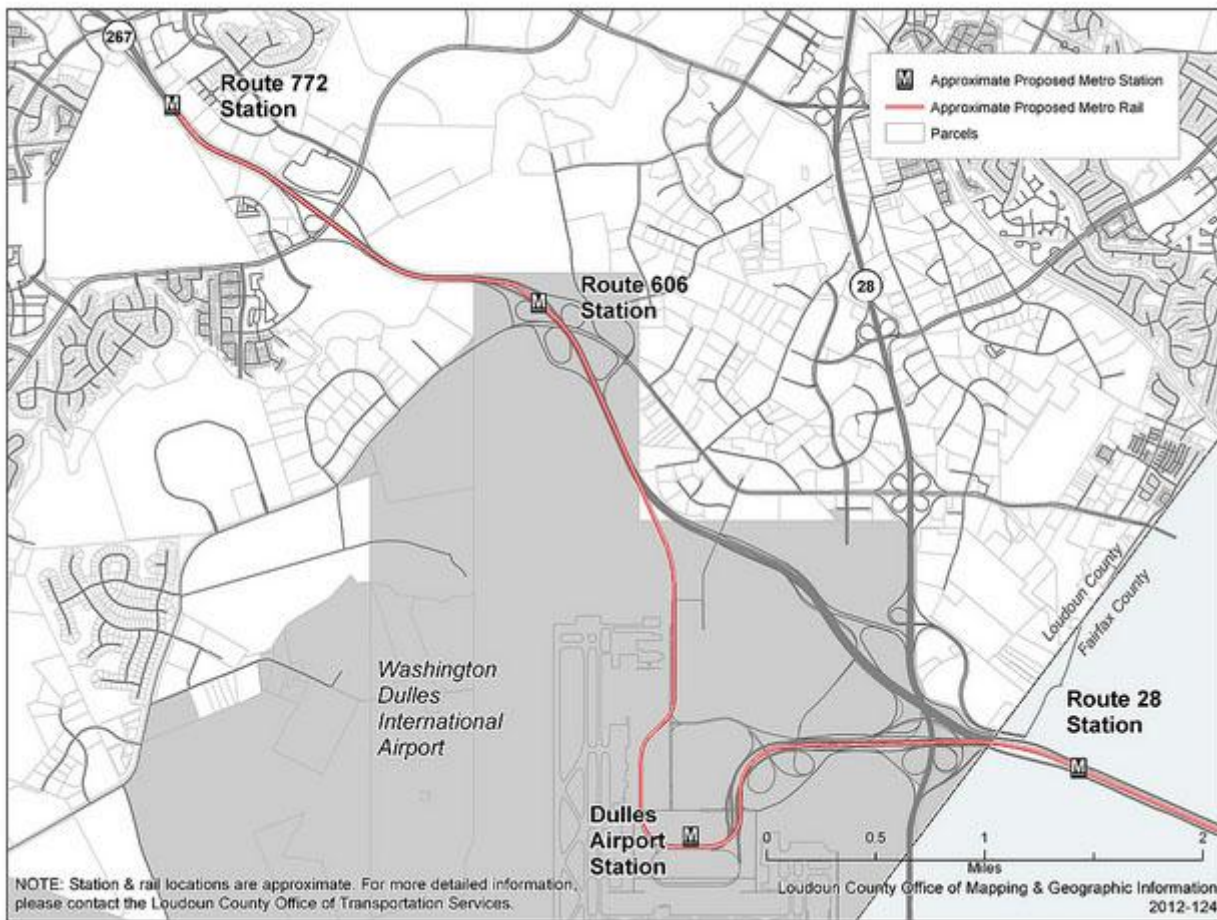
Distinctive and not easily confused with other station names; and

Evocative

Evoke imagery in the mind of the patron.

Map of Metro Stations including the Loudoun Stations

Below you will find a map that shows the location of the future metro stations.



1. Please indicate your general familiarity with the location of the station areas:

	Unfamiliar	Somewhat Familiar	Familiar	Very Familiar
Route 606 Station	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Route 772 Station	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Please choose your preferred station name for the route 606 station or provide your own name idea(s).

- ☐ Broad Run
- ☐ Dulles Gateway
- ☐ Loudoun East
- ☐ Loudoun Gateway
- ☐ Loudoun Dulles North
- ☐ Other(s)(please specify)

3. Please choose your preferred station name for the Route 772 Station or provide your own name idea(s).

☐

Ashburn

☐

Loudoun

☐

Loudoun Gateway West

Other (please specify)

*** 4. What is the Zip Code of your residency?**

THANK YOU for taking time out of your day to assist with the Silver Line station naming process. Visit www.loudoun.gov/dullesrail for specific Loudoun County information about Dulles Rail in Loudoun County. Visit the official Dulles Corridor Metrorail Project website at www.dullesmetro.com for information about Phase 2 of the project.





**Loudoun County, Virginia
Dulles Metro Rail Silver Line
Phase II Project**

**Schedule of Community Meetings for the Purpose of
Obtaining Citizen Input Regarding the Naming of the
Silver Line Stations to be Constructed in Loudoun County**

Community Meeting 1:

Thursday, October 30, 2014
6:00 pm to 8:00 pm
Stone Hill Middle School – Cafeteria
23415 Evergreen Ridge
Ashburn, VA 20148
703-957-4420

Community Meeting 2:

Saturday, November 8, 2014
10:00 am to 11:30 am
Discovery Elementary School – Library
44020 Grace Bridge Drive
Ashburn, VA 20147
571-252-2370

County Spotlight

Loudoun County Silver Line Station Names Survey

We want your input! Tell us the names you prefer for the **Metro Silver Line** stations in Loudoun. [Take the survey.](#)

EVENTS

[VIEW ALL](#)

 **Loudoun County Government**
October 21

What's in a name? The Board of Supervisors wants your input in the naming of the Metro Silver Line stations that will be in Loudoun County. Please take our brief survey: <http://1.usa.gov/1yfcwvt>

Loudoun County Silver Line Station Names Survey

Like · Comment · Share

↪ 46 Shares

👍 Chandrasekar Shanmugam, Eileen Soucek, Martha Davis Mitchell and 68 others like this.

💬 View 27 more comments

 **Loudoun County Government** shared a link.
November 7 · Edited

Take our on-line survey to name the Metro stations coming to Loudoun in 2018 <http://bit.ly/1EoVDlo>



Name Those Metro Stations

Be sure and vote for a name for the Metro stations coming to Loudoun County in 2018.

Like · Comment · Share

↪ 2 Shares

👍 Stephanie Lee, Laura Cabrera, Gum Spring Library and 6 others like this.



Loudoun County Government shared a link.
October 30

Have you named your Loudoun County metro stations yet? Come out tonight and join Loudoun County Transit at Stone Hill Middle School, 23415 Evergreen Ridge Drive in Ashburn to learn about the metro station naming process and bring your Transit related questions! <http://1.usa.gov/1zpmBdp>



Loudoun County, VA
www.loudoun.gov

Loudoun Schedules Public Meetings on Metro Station Names



LoudounCo Government @LoudounCoGovt · Oct 20

The public is encouraged to vote for their favorite name for the Silver Line Stations in #Loudoun. 1.usa.gov/1ySThuQ



↪ 3



LoudounCo Government @LoudounCoGovt · Nov 5

Find out about #Loudoun transit & commuting options & vote on names for the new Metro stations at a meeting Nov. 8. 1.usa.gov/1zpmBdp



↪ 2



Loudoun County Government

October 28

Loudoun County is holding two public meetings in connection with the naming of the new Silver Line Metro stations that will be built in Loudoun. <http://1.usa.gov/1zpmBdp>



LoudounCo Government @LoudounCoGovt · Nov 7

Take the Loudoun County Silver Line Station Names Survey at loudoun.gov Learn more bit.ly/1EoVDlo



Loudoun County Silver Line Station Names Survey

Loudoun County transit riders, we want your help!

Loudoun County wants your help in naming the Loudoun County metro stations. Construction is now underway for Phase 2 of the Silver Line which will arrive at Washington Dulles International Airport and move into Loudoun County in 2018. Below you will find the WMATA criteria for choosing names. **Thank you for voting!**

PURPOSE OF STATION NAMES

The primary purpose of a station name is to help customers plan their trips and navigate the system and region. Station names help them locate destinations. Long lasting names in Metro's system have typically included the names of towns, streets, neighborhoods, and landmarks. Accordingly, Metro has a policy that requires that names be:

- **Relevant:** Identify station locations by geographical features, centers of activity or be derived from the names of cities, communities, neighborhoods or landmarks within one-half mile (or walking distance) of the station;
- **Brief:** Limited to 19 characters with spaces and punctuation, including both primary and secondary names;
- **Unique:** Distinctive and not easily confused with other station names; and
- **Evocative:** Evoke imagery in the mind of the patron

SUGGESTED STATION NAMES

Route 606 Station

- Broad Run
- Dulles Gateway
- Loudoun East
- Loudoun Gateway
- Loudoun Dulles North
- Other - write in your own suggestion

Route 772 Station

- Broad Run
- Dulles Gateway
- Loudoun East
- Other - write in your own suggestion

**Take the survey at
www.loudoun.gov
(click on the spotlight)**



Loudoun County Silver Line Station Names Survey

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Route 772 Station

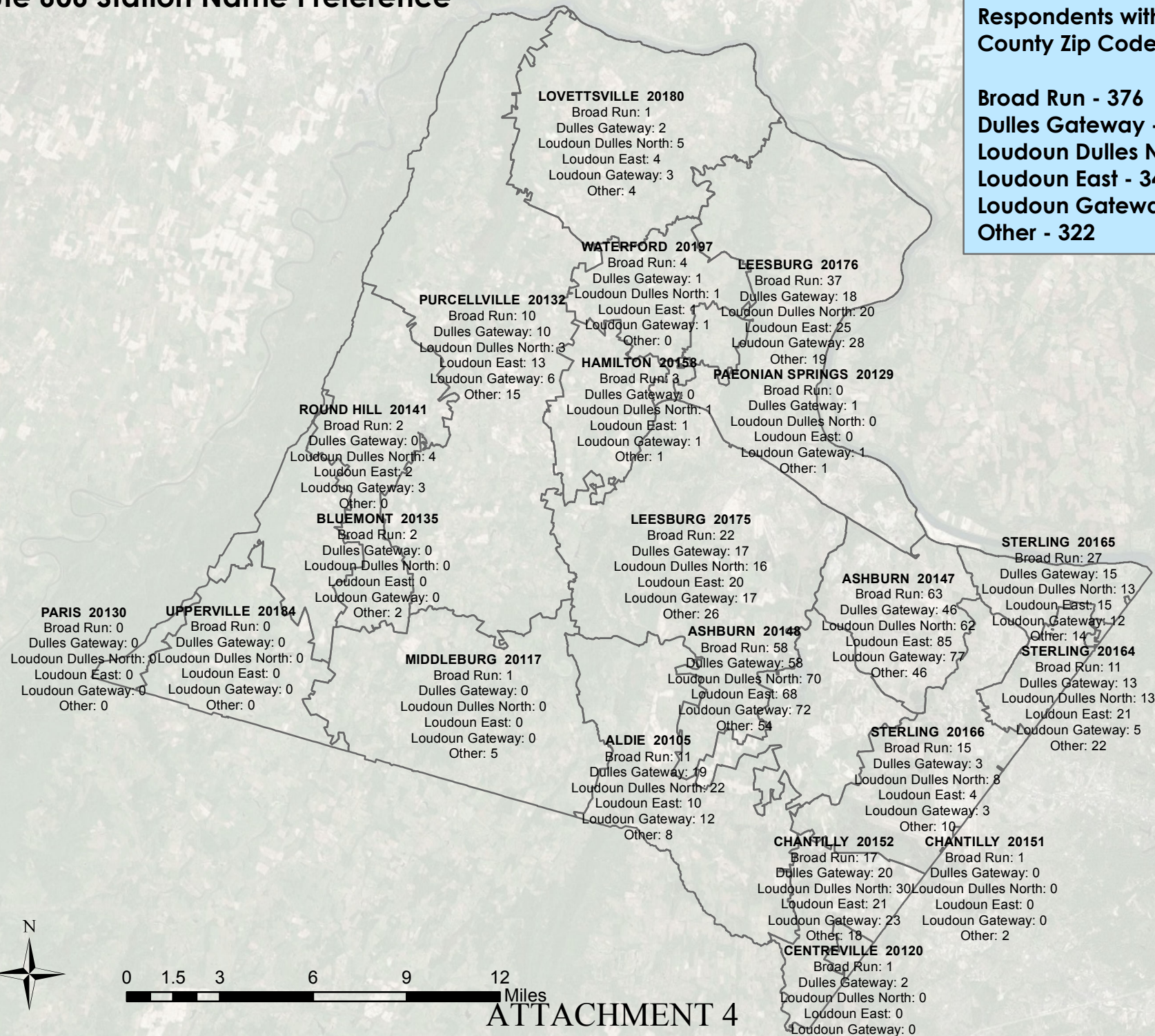
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- Loudoun East
- Other - write in your own suggestion

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(click on the spotlight)**

Route 606 Station Name Preference

Respondents with Loudoun County Zip Codes:

Broad Run - 376
Dulles Gateway - 281
Loudoun Dulles North - 312
Loudoun East - 346
Loudoun Gateway - 314
Other - 322



0 1.5 3 6 9 12 Miles

ATTACHMENT 4

A-11

Route 772 Station Name Preference

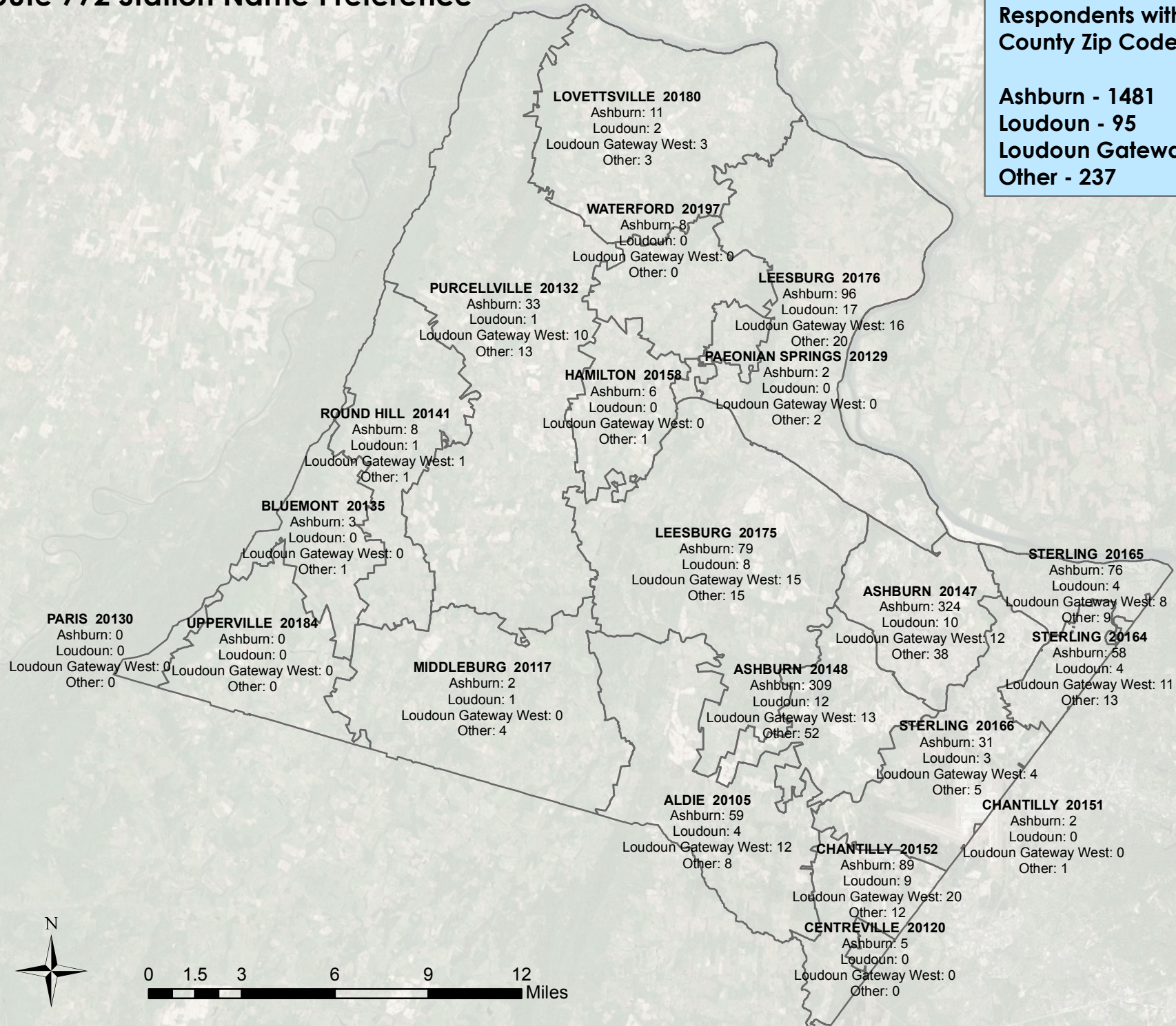
Respondents with Loudoun County Zip Codes:

Ashburn - 1481

Loudoun - 95

Loudoun Gateway West - 158

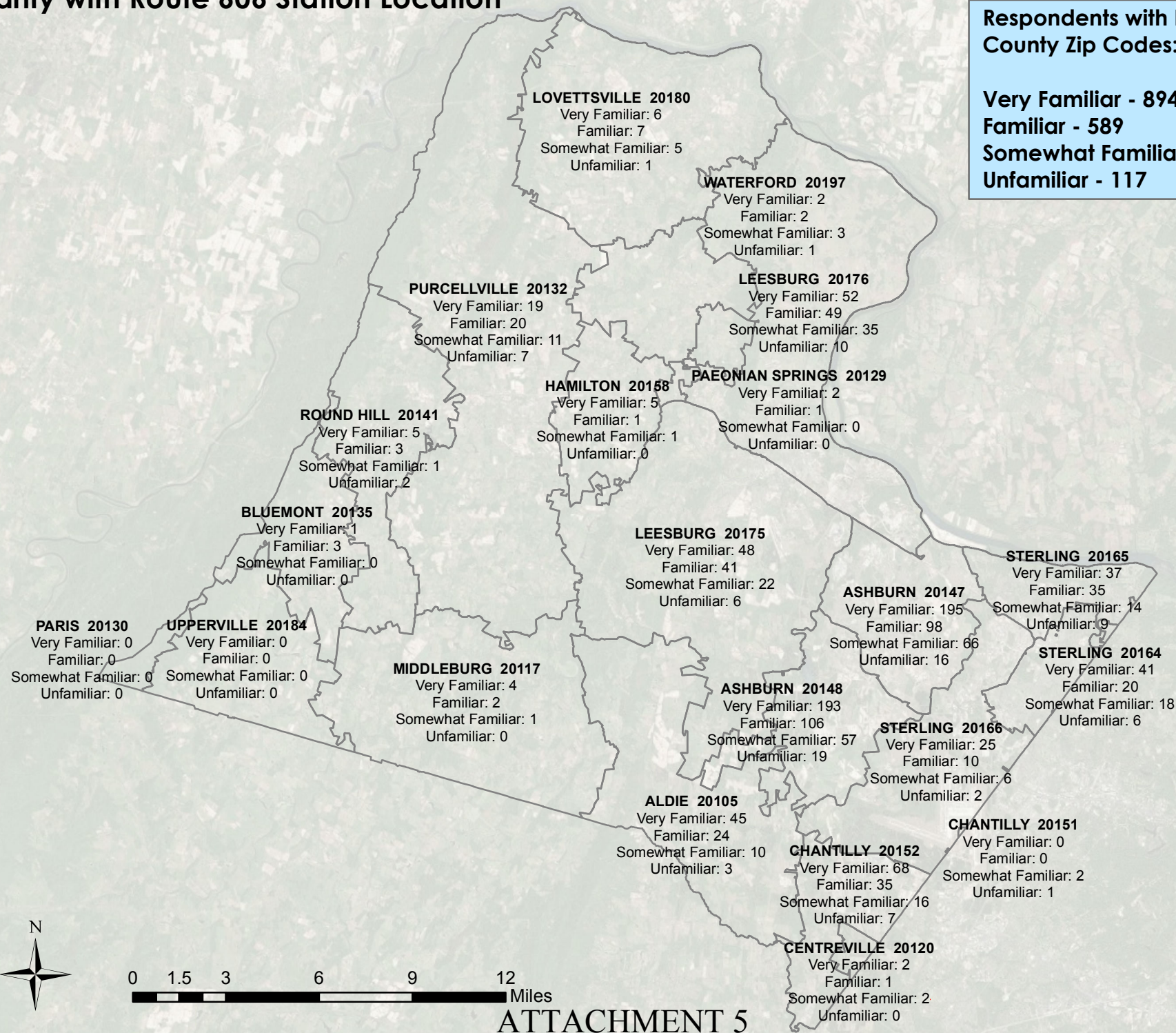
Other - 237



Familiarity with Route 606 Station Location

Respondents with Loudoun County Zip Codes:

Very Familiar - 894
Familiar - 589
Somewhat Familiar - 334
Unfamiliar - 117

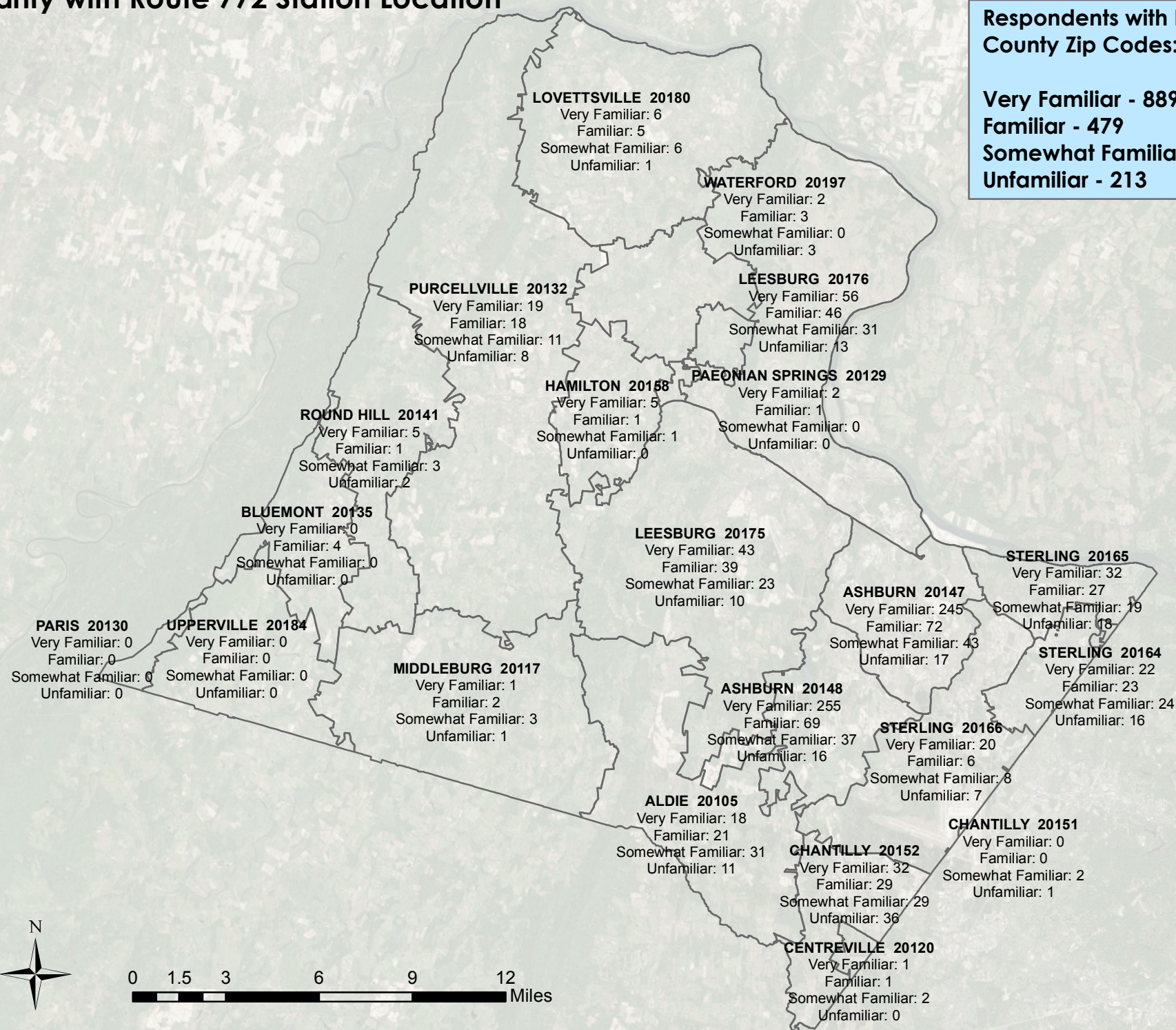


Source: Esri, DigitalGlobe, GeoEye, i-cubed, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

Familiarity with Route 772 Station Location

Respondents with Loudoun County Zip Codes:

Very Familiar - 889
Familiar - 479
Somewhat Familiar - 350
Unfamiliar - 213



Write-in Station Names - Route 606 Station
Loudoun County Resident Responses

Loudoun County Zip Code Results	Write-In Station Names ¹		
	Old Ox	Sterling	606
Total	81	57	9
% of All Write-Ins	32%	22%	4%
% of All Responses	5%	4%	1%
Breakdown By Zip Code			
20105	3	1	-
20117	-	1	1
20120	-	1	-
20129	1	-	-
20132	5	1	1
20135	2	-	-
20141	-	-	-
20147	21	7	3
20148	16	9	-
20151	-	1	-
20152	4	-	1
20158	-	-	-
20164	3	12	1
20165	2	6	1
20166	-	5	-
20170	1	3	-
20175	14	5	-
20176	9	2	1
20180	-	2	-
20197	-	-	-
22066	-	1	-

¹ *Write-in station names recommended 5 or more times by respondents
from Loudoun County*

Slight name variations were combined into common suggestions

Write-in Station Names - Route 772 Station
Loudoun County Resident Responses

Loudoun County Zip Code Results	Write-In Station Names ¹					
	Ashburn South	Blue Ridge	Brambleton	Broadlands	Moorefield	Ryan Park
Total	8	5	14	23	15	12
% of All Write-Ins	4%	3%	7%	12%	8%	6%
% of All Responses	0%	0%	1%	1%	1%	1%
Breakdown By Zip Code						
20105	-	-	-	-	-	3
20117	2	-	-	-	-	-
20120	-	-	-	-	-	-
20129	-	-	-	-	-	-
20132	2	2	1	-	-	-
20135	-	-	-	-	-	1
20141	-	-	-	-	-	-
20147	2	-	1	5	3	1
20148	1	3	8	16	6	1
20151	-	-	-	-	1	-
20152	1	-	-	-	1	-
20158	-	-	-	-	-	-
20164	-	-	-	1	1	2
20165	-	-	2	1	-	1
20166	-	-	-	-	-	1
20170	-	-	-	-	-	-
20175	-	-	1	-	2	2
20176	-	-	1	-	1	-
20180	-	-	-	-	-	-
20197	-	-	-	-	-	-
22066	-	-	-	-	-	-

¹ Write-in station names recommended 5 or more times by respondents from Loudoun County
Slight name variations were combined into common suggestions